

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**OCTOBER 13, 2004, 9:00 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
  - 1) Scotsfest Sale (Sept. 16-26, 2004)
  - 2) Test Market Results (5 codes)
  - 3) Line Extension Request (Godiva White & Godiva Chocolate)
  - 4) Product Demo Request
  - 5) Black Velvet "Hot Brand" Request
  - 6) One Time Buy Request (Casa Real Reposado Tequila)
  - 7) December Special Offers:
    - a. 1 item – Libiamo SRL
    - b. 7 items – Perfecta Wine Company
    - c. 8 items – Pine State Trading Company
    - d. 13 items – M.S. Walker, Inc.
    - e. 76 items – Executive Wines/Martignetti Companies of NH
    - f. 159 items – Horizon Beverage Company
    - g. 86 items (unmatched) – United Beverages, Inc.
- B. WINES:
  - 1) N.H. State Liquor Commission Wine Tasting (Easter Seals)
  - 2) New Wine Product Listings:
    - a. Full Distribution (Code #37503)
    - b. Full Distribution (Code #36352)
    - c. Full Distribution (Code #37601)
    - d. Full Distribution (Codes #33476 & #38823)
    - e. Full Distribution (Codes #40096, #40097 & #40098)
  - 3) Special Offers for December 2004 (4 items – United Beverages)
  - 4) Test Top 25 Wines

**NEW HAMPSHIRE STATE LIQUOR COMMISSION  
OCTOBER 13, 2004, 9:00 A.M.**

**Page 2**

- 5) Sterling Sweepstakes
- 6) Century Cellars Two Week Sale
- 7) Request for Canaletto Store Tasting Events
- 8) Recommended Wine Specialty Products (6 items)
- 9) Not Recommended – Wine Specialty (1 item)
- 10) Recommended Allocated Wines for Distribution to Selected Stores  
(21 items)
- 11) “R” Wines for Allocation to Licensees Selected by the Broker (1 item)
- 12) Primary Source Submissions (2 items – primary source; 10 items –  
exclusive agent; 39 items – imported)

**III. ENFORCEMENT & LICENSING REPORTS**

**IV. CHAIRMAN’S REPORT & LATE ITEMS**

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford